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The subscribers are the sponsors. Broadcast radio pays for everything that they do through money that come from advertising. In the case of satellite radio, we provide the capital to fund programing. It is not fair abuse satellite radio. It is local sponsorship and politics that tant and stagnates the local airwaves. Satellite radio gives America an option to pay to have their entertainment and information needs meet. This is a cold hard fact that the NAB and radio station owners and operators will have to find a way to compete with.